AdviCoach
Business Advisers Making Your Success A Reality

S.W.O.T. Analysis

Sustainable Living Group

Strengths of organization	Weaknesses of organization	Opportunities to exceed plan	Threats to making plan	Trends to watch
1 Diverse membership	1 No time to do the things that need to be done.	1 People are open to conservation & sustainability	1 Work & Project overload; too many tasks; not enough people	1 Gov't programs
2 Members are experts within their field.	2 Lack of Focus/priorities	2 Growth in membership & funding	2 Cheap cost of fossil fuels	2 Green is in
3 Sustainable Resource Base	3 Consistency of attendance	3 Educating the Public	3 Willingness to change	3 Expensive Green & Frugal Green
4 Members are Dedicated/committed to sustainabiltiy	4 Lack of funds & fund raising capabilities	4 Partnerships with other groups, Com;panies & educational institutions	4 Competiton with other groups	4 Green rating systems & certifications
5 Networking within & external group	5 Organizational Development - Define structure, roles & responsibilities.	5 Promotional Events	5 Recession/Poor Economy	5 Do things locally

Core Values/Beliefs
Forever

1) Improve public health

2) Boost Economic Development

3) Reduce overall waste & pollution

4) Conservation

5) Energy Efficency

6) Sustainvavle living practices; reduce, resue, recycle, renew

7) Low Carbon Footprint

8) Environmental health

9) Hig standards for enviromental & personal ethics

Purpose (Why)
10-30 Years

The right thing to do; grass roots choice Better personal, community & environmental health & Bio

Long term saves money and resources

Knowledge about sustainable living practices is the POWER to change lives, our economy and our planet.

Actions
To Live Values, Purpose, BHAG

1	Staff and members of SLG are properly trained in area of expertise
2	Create organizational structure that encompasses outreach
3	Create structure to support educational & Financial goals
4	
5	

BHAG
Big Hairy Audacious Goal

Recognized Resource in our local communities as go to people regarding practicing sustainable and enviromental living. People Live more sustainably.

Targets (Where)
3-5 years

Future Date	December 31, 2008
Revenues	
Gross Profit	
Net Income	
ROI	

Sandbox / Market

Key Thrusts/Capabilities
3-5 Year Priorities

1	Develop internal membership base that is well rounded in educational areas
2	Constantly identify groups and networking structure/activities.
3	Develop educational programs
4	
5	Develop financial / fundraing strategy & Plan

KPI's (Key Performance Indicators)

Brand Promise

Goals (What)
1 year (2008)

Year Ending	December 31, 2008
Revenues	
Net Income	

Key Initiatives
Annual Priorities

1	Promote SLG membership
2	Identify 5 groups to partner or network with
3	Develop 5 educational programs that can be delieverd.
4	
5	Create Fund raising goals & tactics

KPI's (Key Performance Indicators)

Elevator Pitch

Actions (How)
Quarter

Quarter #	

Rocks & Accountability
Quarterly Priorities (Who / When)

1	Develop Strategy for membership drive.	
2	Identify plan and tactics to reach out to these 5 gorups	
3	Develop the educational programs with SSTF	
4	Create Educational Directory	
5	Develop and identify financial needs	

KPI's (Key Performance Indicators)

Theme
Quarter / Year

Deadline:	
Top KPI (Key Performance Indicator) for Year	

Annual Theme Name

Q1 Theme Actions

Scoreboard Design

Celebration/Reward

Baseline
Historical

Quarter #	

Year Ending	2005-2006
Revenues	
Net Income	